

**COURSE OVERVIEW SS0273-3D**  
**Digital Transformation and Innovation**

**Course Title**

Digital Transformation and Innovation

**Course Date/Venue**

Session 1: July 19-21, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE  
 Session 2: October 11-13, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



**Course Reference**

SS0273-3D



**Course Duration/Credits**

Three days/1.8 CEUs/18 PDHs

**Course Description**



***This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our software tools.***



Digital transformation and innovation have become critical drivers of organizational growth, operational excellence and competitive advantage. This intensive course equips leaders, managers, digital transformation specialists and innovation professionals with the knowledge, frameworks and tools required to successfully lead digital transformation initiatives and foster a culture of continuous innovation. Participants will explore emerging technologies, digital business models, innovation strategies, organizational transformation and implementation best practices to create sustainable business value in the digital age.



Further, the course will also discuss the digital transformation fundamentals, digital economy and emerging business landscape; the digital transformation strategy development and innovation management in the digital era; the customer-centric digital transformation, digital leadership and organizational readiness; the emerging technologies and their business impact as well as data-driven transformation and analytics; and the digital innovation, design thinking and agile and lean transformation approaches.

During this interactive course, participants will learn the process automation and intelligent operations including cybersecurity and digital risk management; the digital business models, value creation and leading digital transformation programs; the change management for digital transformation and building a culture of continuous innovation; measuring digital transformation success and the strategic foresight and scenario planning; and the sustainability and digital transformation and long-term digital innovation strategy.

### **Course Objectives/Outcomes & Benefits for the Participants**

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a comprehensive knowledge on digital transformation and innovation
- Discuss digital transformation fundamentals, digital economy and emerging business landscape
- Carryout digital transformation strategy development and innovation management in the digital era
- Employ customer-centric digital transformation, digital leadership and organizational readiness
- Discuss the emerging technologies and their business impact as well as data-driven transformation and analytics
- Apply digital innovation, design thinking and agile and lean transformation approaches
- Carryout process automation and intelligent operations including cybersecurity and digital risk management
- Illustrate digital business models and value creation and lead digital transformation programs
- Employ change management for digital transformation and building a culture of continuous innovation
- Measure digital transformation success and apply strategic foresight and scenario planning, sustainability and digital transformation as well as long-term digital innovation strategy

### **Exclusive Smart Training Kit - H-STK®**



*Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.*

### **Who Should Attend**

This course provides an overview of all significant aspects and considerations of digital transformation and innovation for leaders, managers, digital transformation specialists and innovation professionals.

### Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.
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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Course Fee

**US\$ 3,750** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. Chris Le Roux**, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling, Cost Control, and Earned Value Management, Project Management (Predictive, Agile, and Hybrid), PMO setup and governance, Project Delivery & Governance Framework, Project**

**Management Practices, Project Management Disciplines, Risk and Contract Management** (including contract development, tendering, dispute resolution, and claims), **Risk Identification Tools & Techniques, Project Life Cycle, Stakeholder Management and Communication, Performance Coaching and Difficult Conversations, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Leadership Orientation Programme, Leadership & Team Development, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Leadership & Performance Management, Leadership Communication, Leadership Excellence for Senior Management, Supervisory, Leadership, Coaching & Mentoring, Leadership, Communications & Interpersonal Skills, Administrative Leadership Skills, Office Management & Administration Skills, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence and Resilience, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Controlling Your Time & Managing Stress, Crisis Management and Decision-Making Under Pressure; and Customer Experience, Service Excellence, and Negotiation Skills, Strategic Human Resources Management, Change Management and Organizational Development, Human Capital and Talent Management (succession planning, performance management, competency frameworks, and behavioral assessment), Strategic Planning and Execution, Project Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he has also led or supported Training Needs Analyses (TNA), large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager, Departmental Head (Electrical), Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Senior HR Consultant, Senior Lecturer / Academic Supervisor, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals, International Trainer, and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College, South Africa**. Further, he is a **Certified Project Management Professional (PMP)**, a **PMI Authorized Training Partner (ATP) Instructor**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

### **Training Methodology**

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Lectures

70% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons

### **Learning Design & Customization**

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

### **Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### **Course Program**

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Understanding Digital Transformation Fundamentals</b> Definition and Evolution of Digital Transformation • Key Drivers of Digital Transformation • Digital Transformation versus Digitalization and Digitization • Benefits, Challenges, and Success Factors
0930 – 0945	Break
0945 – 1030	<b>Digital Economy &amp; Emerging Business Landscape</b> Characteristics of the Digital Economy • Industry Disruption and Market Dynamics • Platform-Based Business Models • Future Trends Shaping Digital Enterprises
1030 – 1130	<b>Digital Transformation Strategy Development</b> Aligning Digital Strategy with Corporate Objectives • Assessing Organizational Digital Readiness • Developing a Digital Transformation Roadmap • Setting Strategic Priorities and KPIs
1130 – 1215	<b>Innovation Management in the Digital Era</b> Types of Innovation (Incremental, Radical, Disruptive) • Innovation Lifecycle Management • Building an Innovation Framework • Measuring Innovation Performance

1215 – 1230	Break
1230 – 1330	<b>Customer-Centric Digital Transformation</b> Understanding Digital Customer Expectations • Customer Journey Mapping Techniques • Enhancing Customer Experience through Technology • Personalization and Customer Engagement Strategies
1330 – 1420	<b>Digital Leadership &amp; Organizational Readiness</b> Roles and Responsibilities of Digital Leaders • Developing a Digital Mindset • Building Agile and Adaptive Organizations • Managing Cultural Change and Resistance
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day One

## Day 2

0730 – 0830	<b>Emerging Technologies &amp; Their Business Impact</b> Artificial Intelligence and Machine Learning Applications • Internet of Things (IoT) and Smart Ecosystems • Blockchain and Distributed Ledger Technologies • Cloud Computing and Edge Computing
0830 – 0930	<b>Data-Driven Transformation &amp; Analytics</b> Data as a Strategic Asset • Business Intelligence and Analytics Frameworks • Predictive and Prescriptive Analytics • Data Governance and Data Quality Management
0930 – 0945	Break
0945 – 1100	<b>Digital Innovation &amp; Design Thinking</b> Principles of Design Thinking • Human-Centered Innovation Approaches • Ideation and Creative Problem Solving • Rapid Prototyping and Validation
1100 – 1215	<b>Agile &amp; Lean Transformation Approaches</b> Agile Principles and Frameworks • Scrum and Kanban Methodologies • Lean Thinking and Continuous Improvement • Scaling Agile Across the Enterprise
1215 – 1230	Break
1230 – 1330	<b>Process Automation &amp; Intelligent Operations</b> Robotic Process Automation (RPA) • Intelligent Automation and AI Integration • Workflow Optimization Techniques • Measuring Operational Efficiency Improvements
1330 – 1420	<b>Cybersecurity &amp; Digital Risk Management</b> Cybersecurity Fundamentals for Digital Organizations • Managing Digital Risks and Threats • Privacy, Compliance, and Regulatory Requirements • Building Cyber Resilience Strategies
1420 – 1430	<b>Recap</b> Using this Course Overview, the Instructor(s) will Brief Participants about the Topics that were Discussed Today and Advise Them of the Topics to be Discussed Tomorrow
1430	Lunch & End of Day Two

**Day 3**

0730 – 0830	<b>Digital Business Models &amp; Value Creation</b> <i>Digital Business Model Innovation • Platform and Ecosystem Strategies • Subscription and Service-Based Models • Monetizing Digital Assets and Data</i>
0830 – 0930	<b>Leading Digital Transformation Programs</b> <i>Governance Structures for Transformation • Program and Portfolio Management • Resource Allocation and Prioritization • Managing Transformation Performance</i>
0930 – 0945	Break
0945 – 1100	<b>Change Management for Digital Transformation</b> <i>Organizational Change Frameworks • Stakeholder Engagement and Communication • Building Employee Adoption and Commitment • Overcoming Resistance to Transformation</i>
1100 – 1215	<b>Building a Culture of Continuous Innovation</b> <i>Creating Innovation-Friendly Environments • Encouraging Collaboration and Knowledge Sharing • Innovation Labs and Experimentation Models • Recognition and Reward Systems</i>
1215 – 1230	Break
1230 – 1315	<b>Measuring Digital Transformation Success</b> <i>Digital Maturity Assessment Models • Defining and Tracking Transformation KPIs • Return on Investment (ROI) Measurement • Continuous Monitoring and Optimization</i>
1315 – 1345	<b>Future-Proofing the Organization</b> <i>Strategic Foresight and Scenario Planning • Sustainability and Digital Transformation • Emerging Technology Roadmaps • Developing a Long-Term Digital Innovation Strategy</i>
1345 – 1400	<b>Course Conclusion</b> <i>Using this Course Overview, the Instructor(s) will Brief Participants about the Course Topics that were Covered During the Course</i>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	Presentation of Course Certificates
1430	Lunch & End of Course

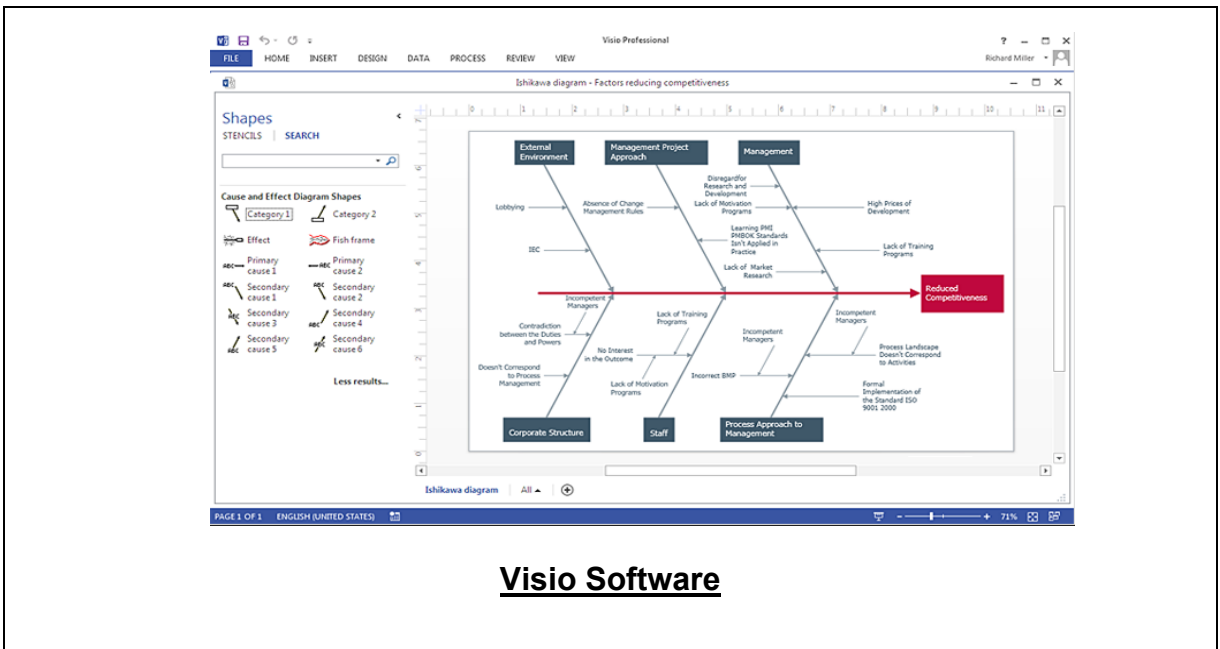
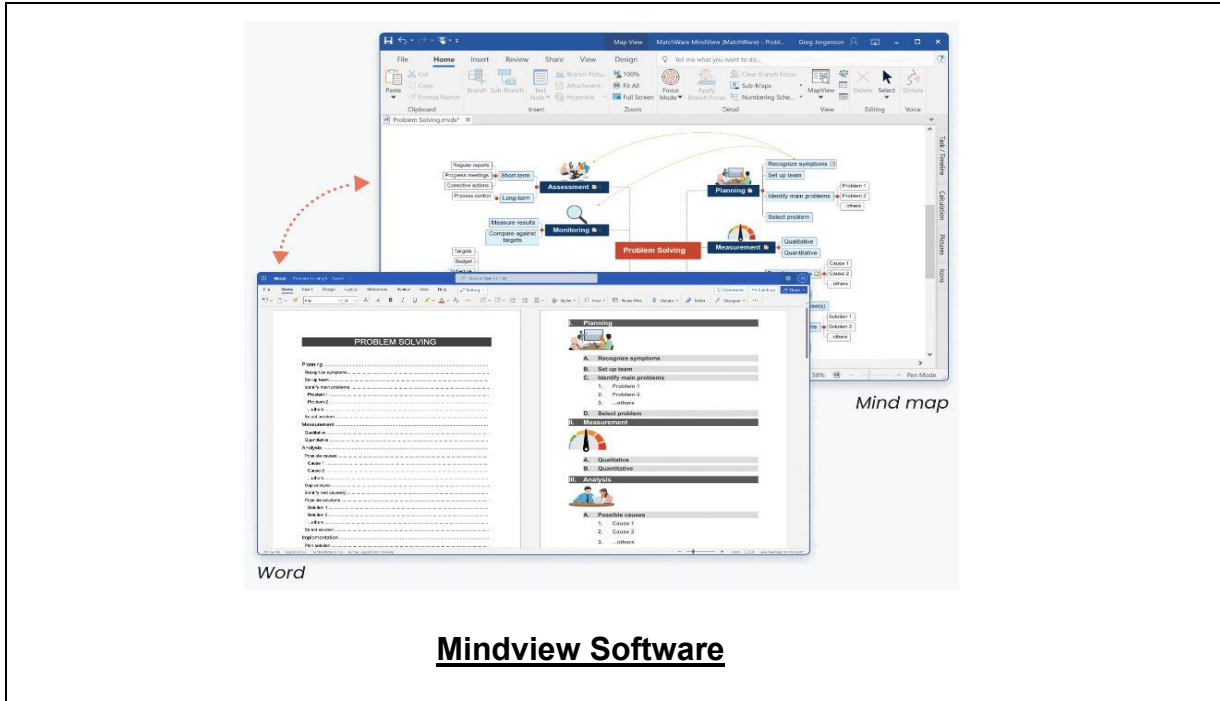
**Learning Outcomes**

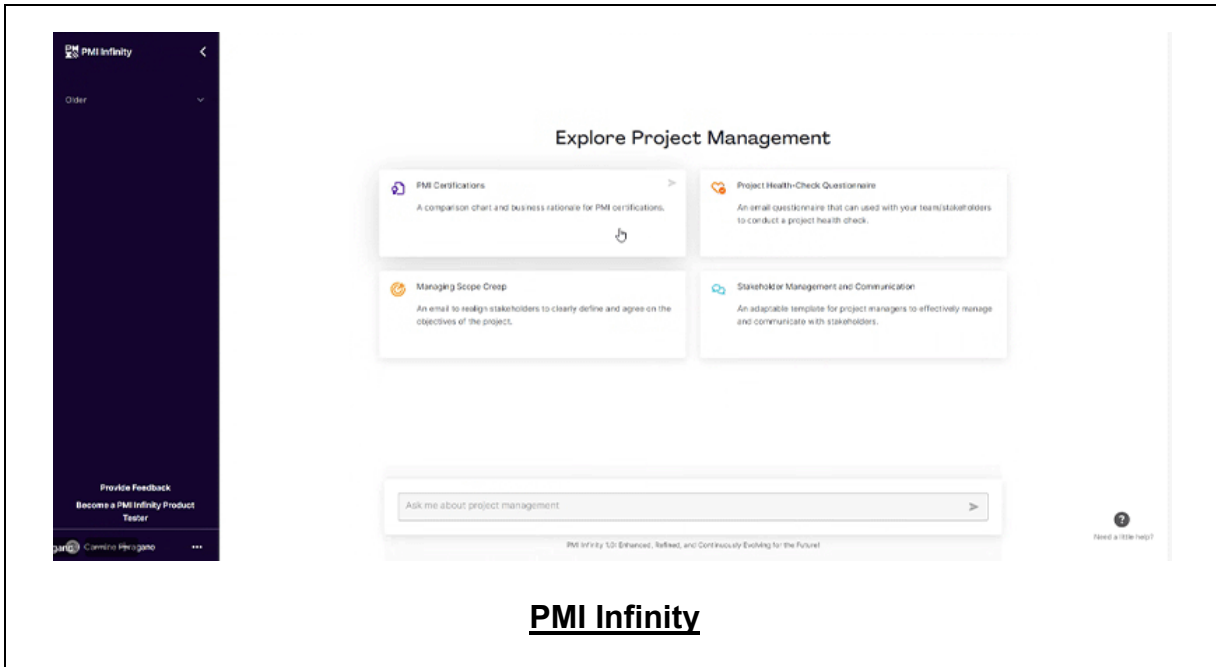
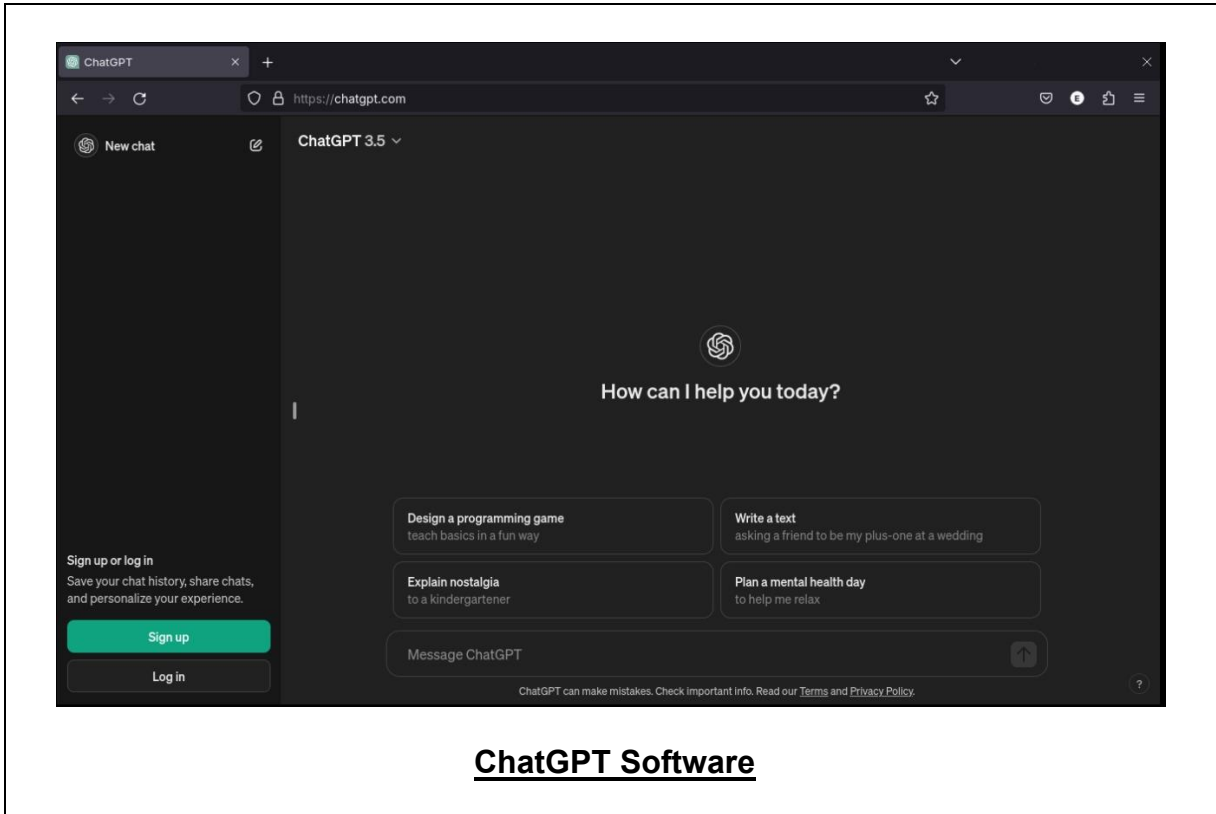
By the end of this course, participants will be able to:

- Understand the strategic importance of digital transformation and innovation
- Develop and implement effective digital transformation strategies
- Leverage emerging technologies to drive business value and innovation
- Apply design thinking and agile methodologies to solve complex business challenges
- Lead organizational change and digital transformation initiatives successfully
- Foster a culture of continuous innovation and digital excellence
- Measure transformation performance using appropriate KPIs and maturity models
- Build resilient, future-ready organizations capable of sustaining competitive advantage in the digital economy

## Software Tools Demonstration

Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the “Mindview Software”, “Visio Software”, “ChatGPT” and “PMI Infinity”.





**Course Coordinator**

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